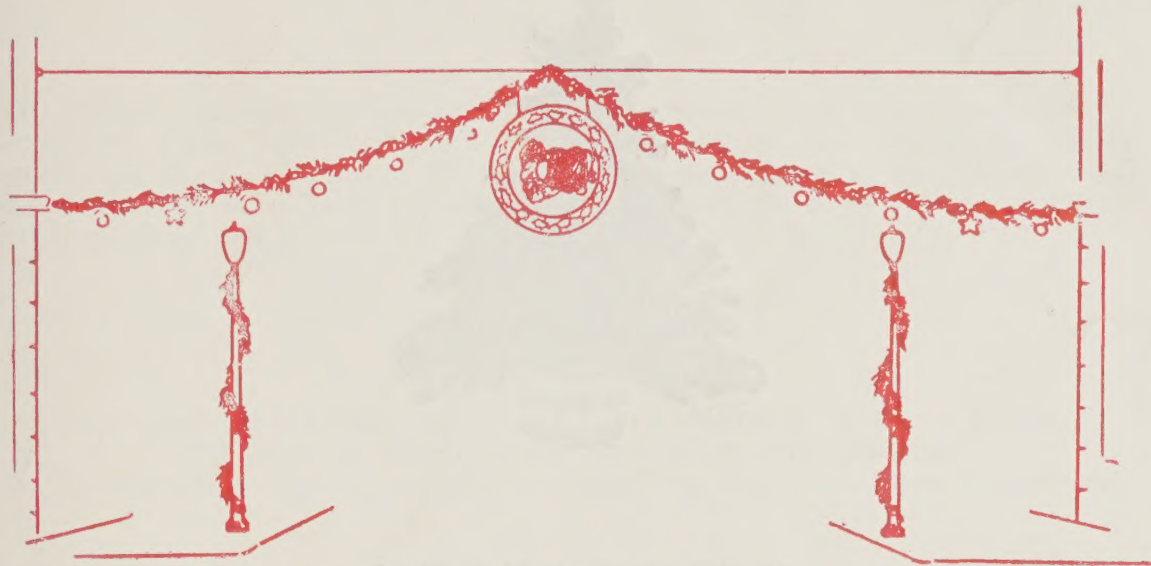


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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DECORATIVE EVERGREENS
FOR ALL OCCASIONS

APPALACHIAN EVERGREEN COMPANY

P. O. BOX 391

PHONE NO. 201

BOONE, NORTH CAROLINA U. S. A.



1950



NOW CELEBRATING OUR
GOLDEN ANNIVERSARY



MEMORANDUM

GENERAL INFORMATION

Terms

CASH WITH ORDER or we can book your order now and check may be sent to us November First. ABSOLUTELY NO OPEN ACCOUNT OR C. O. D. ORDERS. All prices are F. O. B. Boone, N. C., and subject to change without notice. All orders are accepted subject to conditions beyond our control, such as strikes, weather conditions, transportation delay, etc.

Our Reference

Dun And Bradstreet, Inc., under the heading of C. C. Wilcox
The Northwestern Bank, Boone, North Carolina
Our Experience: We have had 50 successful years business Experience

Time To Place Order

The earliest possible date you could send us your order is the time to place your order. You should not wait until November or December to place your order, because as a rule, by the First of December, we are booked to capacity, and are not able to enter more orders. Nevertheless, please contact us if you can not get your order in early, as our booking your order is determined on how many orders we have on hand.

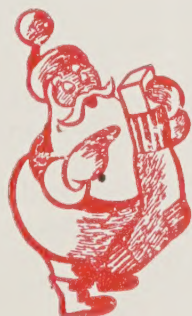
Remember, the earlier you give us your order, the more time we have to plan on this, and the better opportunity you have to get just what you want. Another reason we would like you to keep in mind is that perishable items must be made up after receipt of your order, making it necessary to employ extra help and order many supplies. Therefore, we must have your order early to know how to govern this, and make our plans. IT IS IMPORTANT FOR YOU TO PLACE YOUR ORDER AT THE EARLIEST POSSIBLE DATE.

Delivery Date

We can not guarantee goods to reach you any certain date, due to transportation delay, but we will ship on the date you request, or the date we think your order would be most likely to reach you when you want it. Please allow for transportation delay when ordering, so you will be sure to get your order by the time you want it.

Shipment

We will ship your order to you the best way to reach you when you want it and save you the most money. Our responsibility ceases after shipment is placed with the transportation company. All claims for lost or damaged goods must be placed with the transportation company.



SELECT EVERGREEN ROPING

About Our Roping

All our roping is made by hand from fresh, select Evergreens. It is round, full, tightly woven, and there can be no comparison between our beautiful roping and the poorly made, light weight roping often sold on the market. This roping is equally useful for inside or outside decorating. All made in lengths of 25 yards to each roll, unless you specify differently.

Our roping is plain, made of the natural evergreens, without any decorations on it. It is beautiful in this natural stage, but decorations will make it lovely beyond belief. We can decorate this for you with the red ruscus, artificial red Holly Berries, or both.

We can also offer you the **Painted Evergreen Roping**. This is painted the natural green, treated with a special formula, making this last for many, many weeks. This painted roping will not change color, even after it dries out, and does not shed like the natural roping does. For decorations on the inside, this is a wise, as well as a beautiful buy. Write for prices, if interested, stating the quantity you are interested in, and we will send you prices.

Information For Wholesalers

No orders will be accepted at prices quoted for lots less than 100 yards. For lots less than 100 yards, add 4c per yard to list price.

When purchasing quantities of 500 yards you are entitled to a discount of 5 per cent, and may deduct this from your check. When purchasing quantities of 1,000 yards or more, you are entitled to a 10 per cent discount, and may deduct this from your check.

Suggestions For Decorating With Our Roping

This beautiful roping can be used in many ways to beautify your homes, your stores, public buildings and your church.

One of the ways to use this is by draping the roping around your door, and adding lights to it, letting this frame your door. This gives you beauty both night and day, and a festive appearance to your home. Cut on page 7 shows this to good advantage.

Wrapping the pillars of your church, the pulpit, draping it across the auditorium, running this down the sides, or surrounding the church door makes your church have an air of nativity in keeping with Christmas. Cut on page 15 shows the pillars of a church decorated with the roping.

If you have a mantle, or a fire place in your home, this roping can be used to beautify these. See cut on page 12 to see how this is sometimes used. Lovely with electric candles. Around the windows of your home, or if you have a picture window, you can show it to advantage with this roping. If you have an arch anywhere in your home, this roping will be beautiful around it, and have your lights in this. Festive for use in holiday parties, or banquets.

If you would like to have any information about decorating your city, please write us for this, and it will be a pleasure to send same to you.

Our selection of roping would be the Balsam and Boxwood, as they are by far the most beautiful, and will last longest. The Laurel, the White Pine and the Mixed Laurel-White Pine are also lovely, and are very sturdy and long lasting. Hemlock is also one of the prettiest and is especially beautiful after being decorated.

Mountain Laurel Roping



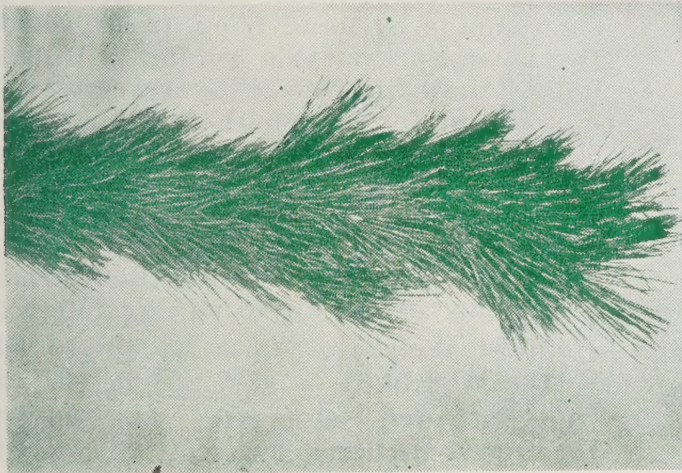
A sturdy roping, made by hand from fresh, select Evergreens. It is full, round, tightly woven, and there can be no comparison between this beautiful roping and the poorly made, light weight roping often sold on the market. A beautiful bright green in color, it is put up on strong twine, and will not come apart. Long lasting, it is beautiful after being decorated with the Christmas Reds. We offer you this as follows:

Medium weight @ .11¼ yd.
 Heavy Weight @ .13¼ yd.

Decorated with art. red berries @ .05 yd.
 Decorated with red ruscus @ .03 yd.
 Decorated with artificial red berries and red ruscus @ .05 yd.

(Prices on decorations are in addition to the price per yard plain)

White Pine Roping



This is a beautiful dark green roping, made of the Pine that is neither the long leaf, or the short leaf, but just in-between. Made up on heavy twine, it is full, round, tightly woven so that it can not come apart. Besides being a beautiful roping, it is also a long lasting roping. It is lovely after being decorated with the Christmas Reds. Offered to you as follows:

Medium Weight @ .11¼ yd.
 Heavy Weight @ .13¼ yd.
 Dec. with art. red berries.... @ .05 yd.
 Decorated with red ruscus.... @ .03 yd.

Decorated with artificial red berries and red ruscus @ .05 yd.

(Prices on decorations are in addition to the price per yard plain)

Mixed Laurel-White Pine Roping



This roping is made up of first a sprig of Laurel, then one of White Pine. A lovely green in color, it is made by hand from fresh, select Evergreens, full, round, tightly woven so that it can not come apart, on heavy twine. It is long lasting, and after it is decorated with the Christmas Reds, is festive, and one of the most beautiful of all Evergreen Ropings.

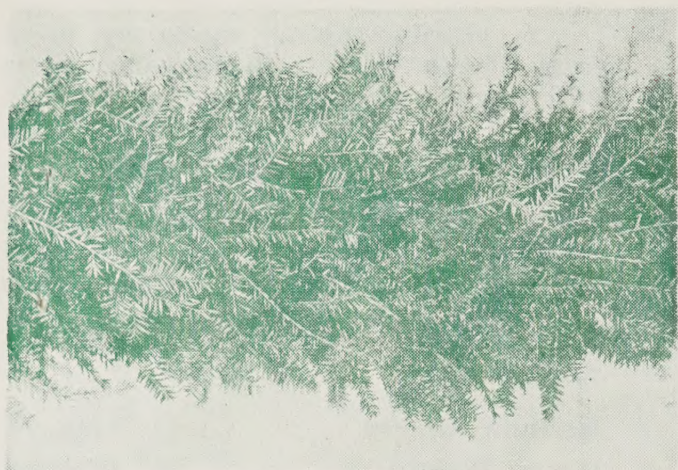
Medium Weight @ .14¼ yd.
 Heavy Weight @ .16¼ yd.
 Dec. with art. red berries.... @ .05 yd.
 Decorated with red ruscus.... @ .03 yd.

Decorated with artificial red berries and red ruscus @ .05 yd.

(Prices on decorations are in addition to the price per yard plain)

Footnote: For wholesale prices, please refer to page four.

Hemlock Roping



Although Hemlock Roping will not last much over two weeks, it is one of the most beautiful of all ropings, and is ideal for decorating your church (as shown in cut on page 15) or your home, where you do not want to leave the decorations up too long. It is round, full, fluffy, tightly woven, so that it can not fall apart. Made of only the freshest, most choice Hemlock Sprays, it can not be compared with the poorly made, light weight roping often sold on the market. It is made up on heavy twine. Beautiful just as it is, and more than beautiful when decorated with the

Christmas Reds. Offered to you as follows:

MEDIUM WEIGHT @ .11¼ c yd.

Dec. with art. red berries @ .05 yd.

HEAVY WEIGHT @ .13¼ yd.

Dec. with red ruscus @ .03 yd.

Decorated with artificial red berries and red ruscus @ .05c yd.

(Prices on decorations are in addition to the price per yard plain)

Boxwood Roping



A lovely roping, light green in color, made by hand from fresh, select Boxwood Sprays, this roping will last longer than any other Evergreen roping, except for the Southern Balsam. It is full, round, tightly woven, made up on heavy twine that will not break. It can not break or come apart. It is very fluffy, and beautiful in the natural stage, or decorated with the Christmas Reds. Offer this to you as follows:

Medium Weight @ .40 yd.

Heavy Weight @ .45 yd.

Dec. with art. red berries .. @ .05 yd.

Decorated with red ruscus .. @ .03 yd.

Decorated with artificial red berries and red ruscus @ .05c yd.

(Prices on decorations are in addition to the price per yard plain)

Southern Balsam Roping



This dark green, fluffy, fragrant Southern Balsam is, in our opinion, the most beautiful of all Evergreens, and is unbelievably beautiful after being made up into roping. This roping is fluffy, made full and round, tightly woven so that it can not come apart on strong twine, and will last longer than any other Evergreen Roping. Do not confuse this roping with the lighter flat, northern Balsam Roping, as this is the beautiful Southern Balsam. Lovely when used with lights or decorated with the Christmas Reds.

MEDIUM WEIGHT @ .41c yard

Dec. with art. red berries @ .05 yd.

HEAVY WEIGHT @ .46c yd.

Dec. with red ruscus @ .03 yd.

Decorated with artificial red berries and red ruscus @ .05c yd.

(Prices on decorations are in addition to the price per yard plain)

Footnote: For further information on our roping, please refer to page four.

Princess Pine Roping

This roping is made from the beautiful ground pine, full, round and tightly woven so that it can not come apart. Made by using only the freshest of sprays by workmen with years of experience, on a heavy twine. It is a lovely deep green in color. It is beautiful either in the natural stage, or brightened with the Christmas Reds. Offered to you as follows:

MEDIUM WEIGHT @ .25c yd. HEAVY WEIGHT @ .30c yd.

Decorated with art. red berries @ .05c yd.

Decorated with red ruscus @ .03c yd.

Decorated with artificial red berries and red ruscus @ .05c yd.

(Prices on decorations are in addition to the price per yard plain)



Prepared Lycopodium Roping

Your FIRE PROOF Roping

As you know, this is prepared and painted a deeper green, and will last year after year. It is suitable for almost any type of decoration. Very beautiful with artificial red holly berries or red ruscus. This roping is not inflammable—it is fire proof, and you are safe in using this, without having to worry about fire. We offer you this well made, long lasting roping as follows:

LIGHT WEIGHT @ .60c yd. HEAVY WEIGHT @ .65c yd.

Decorated with art. red berries @ .05c yd.

Decorated with red ruscus @ .03c yd.

Decorated with artificial red berries and red ruscus @ .05c yd.

(Prices on decorations are in addition to the price per yard plain)

Footnote: For further information on our roping, please refer to page four.

CHOICE EVERGREEN WREATHS

About Our Evergreen Wreaths

All of our wreaths are made full and heavy, all double faced from select, fresh Evergreens, and are not to be confused with inferior wreaths often offered on the market. Our wreaths are made on a strong wire hoop, tightly woven so they can not come apart. All are made up fresh, only a few days before shipment to you by efficient workmen with years of experience.

Extra Heavy Wreaths

If you want wreaths that are approximately twice as heavy, fuller than the average, we can supply these. These wreaths would be broader, fluffier and much heavier. For these extra heavy wreaths, add 50 per cent to the prices listed for the average wreaths on the following pages.

Suggestions on Decorations With Wreaths

There are so many ways to use our lovely Evergreen Wreaths it would be impossible to tell all of them. These wreaths may be used in many places around your home, in windows, on doors, or even at the entrance to your home. They are a sign of festivity in your store windows, in your court house or other public buildings. There is no lovelier tribute to put in your cemetery for the Christmas Holidays than one of these wreaths.

Decorated Wreaths

To show your wreaths to the very best advantage, allow us to decorate them with red ruscus, artificial red berries, painted or natural Pine Cones. The touches of color against the green make a beautiful, colorful touch of Christmas. These decorations are not expensive, and make your wreaths lovely beyond belief. A few decorations on a wreath has the same power to beautify that make-up for ladies has. For your cost on decorated wreaths, add 30 per cent to the list price.

Painted and Treated Wreaths

We can paint the wreath of your choice for you, although the wreath of our choice painted would be either the Balsam or White Pine, which hold paint best. We also choose the green color they naturally are, but can paint them silver, or any other color you desire. There is great advantage in painting these wreaths, especially if you live in a warm climate, or are going to use this near heat, as a wreath which has been painted and treated will hold up for many months, neither shedding or changing color, while the natural wreaths will sometimes dry out in a warm climate before the season is over. For prices on these painted and treated wreaths, add 50 per cent to your list price.



Southern Balsam Wreaths and Boxwood Wreaths



For those preferring the very best, and those who want wreaths that will last for months, we suggest either the Balsam or the Boxwood, especially the Balsam. The Southern Balsam is the best wreath in the Evergreen Line, made of the beautiful, round, fluffy green Southern Balsam, and can not be compared with the light, flat, Northern and Western Balsam.

The Boxwood is also lovely, a light green in color with dainty leaves. These wreaths will stay fresh and green for months without shedding or turning brown. Packed for shipping with a special moist preserver, to reach you in the freshest condition possible.

We offer these lovely wreaths to you as follows:

14-16 Inches Overall @ .50	24-26 Inches Overall @ \$1.25
18-20 Inches Overall @ .75	30-32 Inches Overall @ \$1.50
36-38 Inches Overall @ \$2.00	
Decorated: Add 30 Per Cent to List Price	Painted: Add 50 Per Cent to List Price

Your **FIRE PROOF** Wreath

These wreaths are made of the Princess Pine which has been treated and dyed a darker green. They are fire proof, and will last year after year. They are especially nice for graves, or for decorations you wish to use again and again. We offer these to you as follows:

14 Inches Overall Per Wreath	@ \$1.25 Each
16 Inches Overall Per Wreath	@ \$1.50 Each
20 Inches Overall Per Wreath	@ \$1.75 Each
24 Inches Overall Per Wreath	@ \$2.25 Each

INFORMATION ON COST

All prices are quoted on lots of one dozen wreaths; For less than this quantity, add twenty per cent to list price.

To obtain dealer or wholesale prices (Lots of 100 or more) deduct 10 per cent from the prices listed.

If you are interested in larger wreaths than we have quoted prices on, (used in decorating cities or the outside of buildings) write, wire or call us, stating size and we will quote you prices on same.

Natural Evergreen Wreaths



WHITE PINE WREATHS: A lovely deep green in color, with needles just between the long leaf and the short leaf Pine, it is one of the most sturdy, long lasting wreaths we have. Shown in right-hand photo above.

MOUNTAIN LAUREL WREATHS: A lovely medium green in color, this is a long lasting wreath. This is one of the most popular wreaths we have, as it fits in with any decorating scheme. Shown in left hand photo above.

PRINCESS PINE WREATHS: A lovely wreath, made up in the dainty light green ground pine. This wreath will last well, being sturdy as well as beautiful.

HEMLOCK WREATHS: One of the most beautiful of all wreaths, it is round, fluffy, a deep green color. It does not have the stamina of the other wreaths, but makes up for this in beauty. Even more lovely with decorations.

BALSAM AND BOXWOOD (See Page Nine.)

All the above wreaths are offered to you in the following sizes, at the following prices.

14-16 Inches Overall	@	.40 Each
18-20 Inches Overall	@	.50 Each
20-26 Inches Overall	@	.70 Each
30-32 Inches Overall	@	.90 Each
36-38 Inches Overall	@	1.00 Each

Decorated: Add 30 Per Cent to List Price

Painted: Add 50 Per Cent to List Price

(For wholesale prices, see page 9)

Evergreen Door Sprays



This spray is made of the Beautiful Southern Balsam, round, select and fluffy. It is beautiful just as it is, but after we decorate this with the pine cones, artificial red berries, and big red bow, it is one of the loveliest of all decorations. It is long lasting, and will not shed or change color throughout the period from Thanksgiving to New Year. Order some of the sprays for an original decoration.

These sprays have to be made up after receiving your order, so they will reach you in the freshest possible condition. Therefore, we ask you to let us have your order in time to have this made up for you.

Each	@ \$	2.00
Half Dozen	@	10.00
One Dozen	@	18.00
One Gross	@	200.00

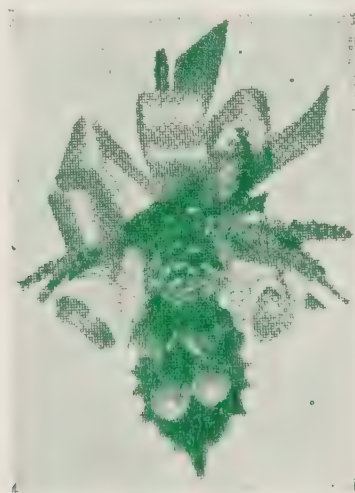
Green Sheet Moss

Large sheets of nice, select Moss, gathered from old logs.

Put up in 10 lb. bags	\$	2.25
Put up in 15 lb. bags		3.25
Put up in 20 lb. bags		4.00
Put up in 50 lb. bags		8.00
In 100 pound lots		15.00

Scrap Moss

Many of our customers are now using scrap, or the lower grade (small pieces) of Green Sheet Moss, in place of the Sphagnum Moss. We supply this moss at \$1.50 per 15 pound bag. May we suggest your trying a bag, and seeing how much you save.



Artificial Berries

Red Holly Berries, Per Bu. @ 10c

Red Holly Berries, Per gross @ 50c



CHRISTMAS OR GIFT BOXES

This lovely gift, designed to save you endless Christmas Shopping, is the perfect gift for everyone, as it contains enough roping to decorate doors, or windows, and a mantel. It has a nice wreath, sprays, galax and pine cones. These are the decorations most often used. There is no waste in this box, everything in it is both beautiful and useful. We will send these prepaid to any place east of the Rockies, delivering these where you want them, saving you the worry of mailing them yourself. The price of this box is \$5.00 prepaid.

Lecothoe Sprays

We offer you this fresh, leafy spray, packed with special moist preserver to reach you in the freshest condition possible, as follows:

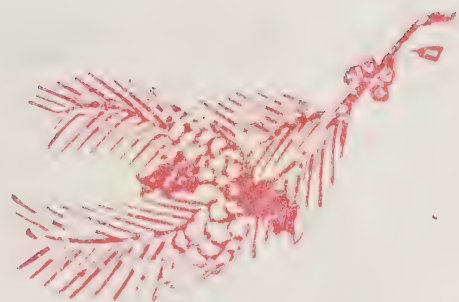
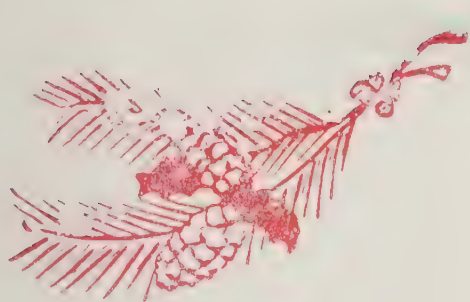
500 Sprays	@	\$3.00	
1000 Sprays	@	5.00	M
2000 Sprays	@	4.75	M
3000 Sprays	@	4.50	M
4000 Sprays	@	4.25	M
5000 Sprays	@	4.00	M

Ferns, Dagger and Fancy

We offer you either dagger or Fancy Ferns at the following Prices:

500	@	\$2.00
1000	@	3.25 Per M
2000	@	3.00 Per M
3000	@	2.75 Per M
4000	@	2.50 Per M
5000	@	2.25 Per M



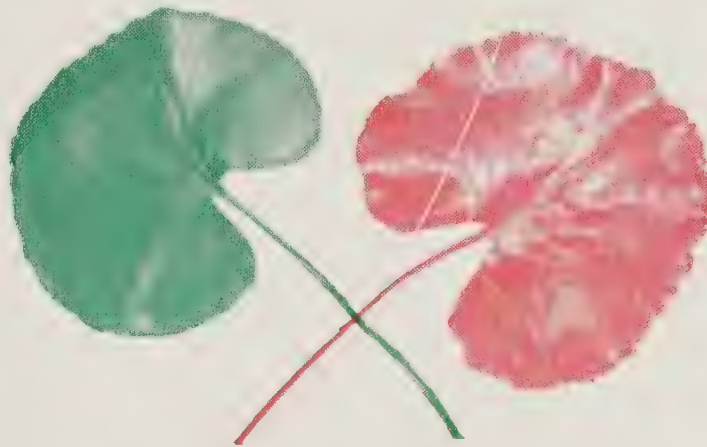


Natural and Painted Pine Cones

We have a large assortment of various Pine cones that will add greatly to the beauty of your Christmas Decorations. We can supply either the natural, or, if you will let us have your order by November 1st, we can paint them any color you would like. Offered to you as follows:

PINE CONES	PLAIN, NATURAL	PAINTED
White Pine Cones	@ .75 Per Bu.	@ .03 each
Large Southern Cones	@ 1.00 Per Bu.	@ .05 each
Medium Southern Cones	@ 1.00 Per Bu.	@ .03 each
Small Southern Cones	@ 1.50 Per Bu.	@ .03 each
Hemlock (or Baby) Cones	@ 3.00 Per Bu.	@ .03 each
Carolina Hemlock Cones	@ 3.00 Per Bu.	@ .03 each
Tamarack Cones	@ 3.00 Per Bu.	@ .03 each
Mixed Bushel of Cones	@ 3.00 Per Bu.	@ .03 each

For prices on cones in large lots, write us, stating quantity, for prices.



Galax Leaves — Green and (Red) Bronze

This item is so well known, it is not necessary to describe it. The green Galax are available for immediate shipment, but it will be November before the new crop Bronze Galax can be shipped. We have a large cold storage, and can supply the florist with galax every week during the year, provided we have their standing order not later than the fall of the year.

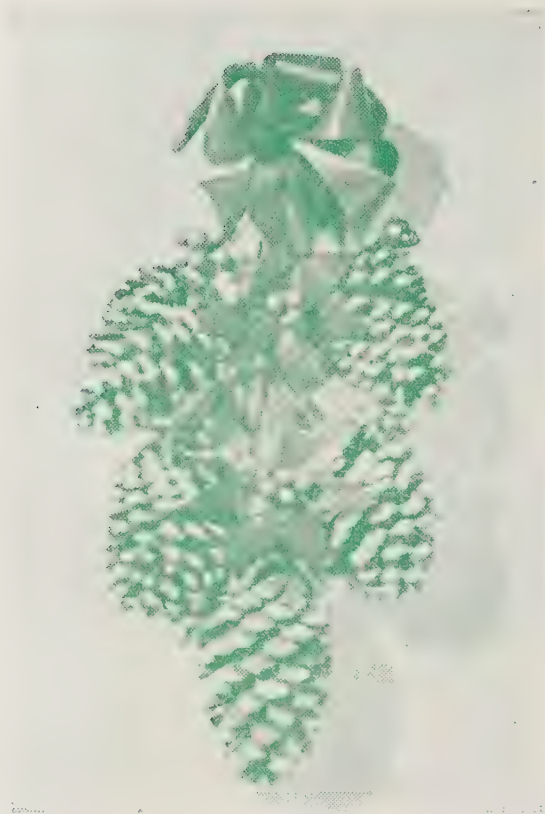
Lots of 1,000.....@ 2.00 Per M.	Lots of 4,000.....@ 1.50 Per M.
Lots of 2,000.....@ 1.80 Per M.	Lots of 5,000.....@ 1.35 Per M.
Lots of 3,000.....@ 1.60 Per M.	Lots of 10,000.....@ 1.30 Per M.

WHOLESALERS: For prices on the above item in very large quantity, write us, stating the quantity you would be interested in, and we will quote you special prices.

Evergreen Sprays

We offer you the following fresh, natural Evergreen Sprays, running from one foot to three feet long, for use in your Holiday Decorations in lots of 100 pounds.

White Pine Sprays @ .06 Per Lb.
Laurel Sprays @ .08 Per Lb.
Rhododendron @ .08 Per Lb.
Balsam Sprays @ .15 Per Lb.
Hemlock Sprays ... @ .08 Per Lb.



Evergreen Tips

These tips work well in wreaths for floral work and are useful, as well as beautiful, in Christmas Decorations. Offered to you as follows:

White Pine Tips @ .10 Per Lb.
Hemlock Tips @ .15 Per Lb.
Laurel Tips @ .10 Per Lb.
Boxwood Tips @ .20 Per Lb.
Balsam Tips @ .25 Per Lb.



Well Berried Holly Sprays

Beautiful dark green Holly Sprays, with bright berries, bring Christmas to us as no other decoration does. We offer you these at \$6.00 per case.

10-10-50

Boone, N.C.

Dear Collectors:

We need several thousand bushels of nice, bright, White Pine Cones, not broken. These are used for decorating and must be nice. They will begin falling soon, and you can pick up several bushels before you know it. They must be at least $3\frac{1}{2}$ inches long, and must be open this means they must be dry as they close up when wet. Don't pack cones in bags as this breaks up cones. Just shake the cones in bags. Don't step on them or drop the sack. This breaks them up and makes them worthless. We will pay **3¢** per pound for these cones. Try picking up a few bushels and see how much you can make.

Also buying Tamarack and Balsam cones, Log Moss, Cherry Bark, Shonny Haw Tree Bark and other items.

Yours very truly,
WILCOX DRUG COMPANY



Dear Florist:

We are now celebrating our golden anniversary, and we wish to take this opportunity to thank you very much for your business. We realize if it had not been for this business, we could never have made a success of our business. We assure you it has been a real pleasure to serve you in the past.

For those of you whom we have not had the privilege of serving, we assure you that we would like to start at this time.

During the past 50 years of business, we have always strived to improve our products, and this year, we feel that our products are among the best on the market, if not the best. We will feel well repaid for our labor if you will allow us to serve you, and serve you well, to see you get the very best in quality and beauty for the lowest price.

We are looking forward to a busy season this year, and can not urge you too strongly to send your orders now, as we wish to fill all your orders and will be unable to do so if we do not have your orders early.

Wishing you a most prosperous season, we look forward to serving you on all your Christmas decorations.

Yours very truly,

APPALACHIAN EVERGREEN COMPANY

BOONE, NORTH CAROLINA



WE AGAIN WISH TO REMIND YOU THAT IF WE ARE TO BE ABLE TO SERVE YOU PROMPTLY, OR AT ALL, WE MUST RECEIVE YOUR CHRISTMAS ORDERS EARLY. WE WILL NOT BE ABLE TO SERVE YOU AT THE LAST MINUTE. ALSO, WE WILL BE UNABLE TO ACCEPT ANY ORDERS WHICH AMOUNT TO LESS THAN \$2.00, INCLUDING THE POSTAGE.

PLEASE SEND CHECK WITH YOUR ORDER. NO C. O. D. ORDERS WILL BE SHIPPED. FOR OUR RELIABILITY, CONTACT THE NORTHWESTERN BANK IN BOONE, NORTH CAROLINA. ALSO, OUR RATING CAN BE OBTAINED IN DUN & BRADSTREET, UNDER THE HEADING OF C. C. WILCOX.

WE WILL DELIVER WITH OUR OWN TRUCKS WHEN POSSIBLE. CONTACT US, AS WE CAN SAVE YOU MONEY ON DELIVERY CHARGES.

WE HAVE BEEN IN BUSINESS 50 YEARS AND ATTRIBUTE OUR SUCCESS TO ALWAYS TREATING OUR CUSTOMERS JUST AS WE LIKE TO BE TREATED.

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